

WORLD OF WORK

The World of Work

The U.S. Department of Education has awarded a contract* to Tecnivision Inc. to produce two prime time, 60-minute television programs entitled "Is Technology Stealing Your Job" and "Where Will You Work Tomorrow?" These two programs are also available in videodisc format.

A third program, available only on videodisc, includes a "Guide to Tomorrow's Jobs" and "The Hidden Job and How to Find It." The videodisc programs are designed to be played on the Sony LDP1000 videodisc player, with overlay module, and the Sony SMC-70 personal computer.

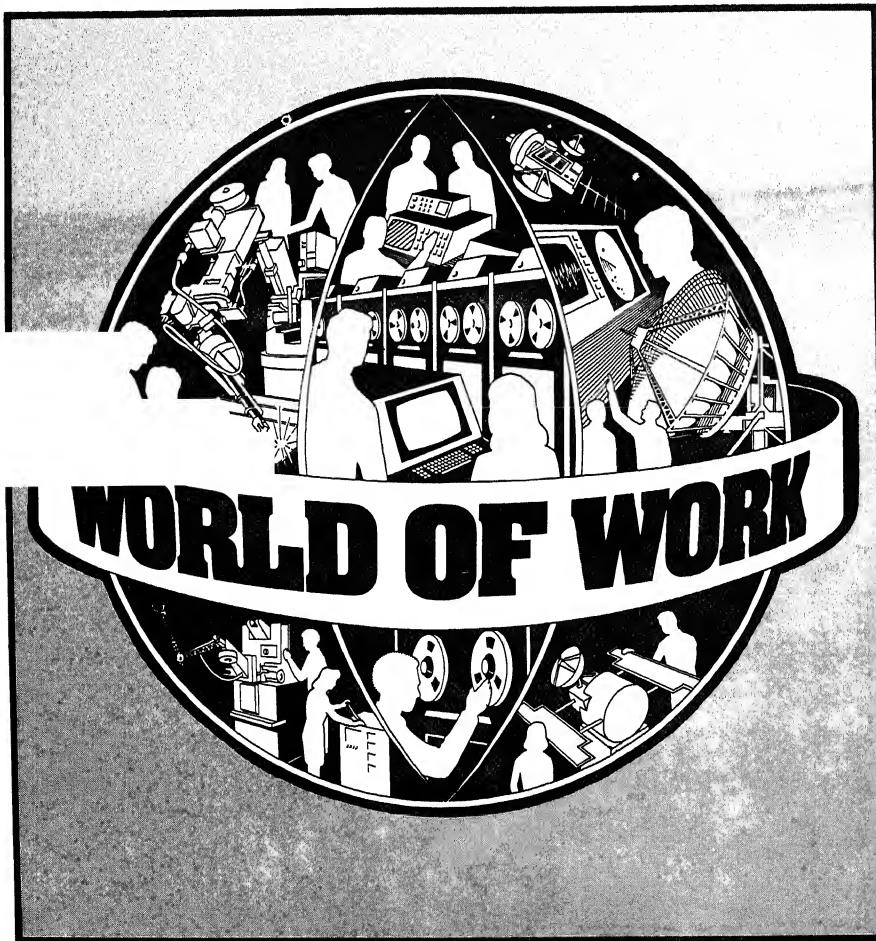
*Center for Libraries and Education Improvements

The target audiences for the project consist of decision-makers, high school counselors, students seeking information about high-technology careers, and workers who want to make mid-career changes and need to learn new skills.

The World of Work programs provide a timely overview of the following specific concepts:

- How the world of work has changed and its effect on both skilled and unskilled labor.

- Impacts on the job market caused by new, high technology, especially in computers, communications technology, information sciences and robotics on the job market.
- The need for solid basic skills (reading, written and oral communications, and mathematics) as a continuing prerequisite for a meaningful job and career advancement.
- The role of technical, trade and continuing education.



See The World of Work Programs

We hope you will see the World of Work television programs and interactive videodiscs. "Is Technology Stealing Your Job" and "Where Will You Work Tomorrow?" will be telecast via PBS, independent stations and cable television facilities. See your local listing or program airing announcement for the program schedule in your area. The videodiscs are available from the U.S. Department of Education.

“Is Technology Stealing Your Job?”

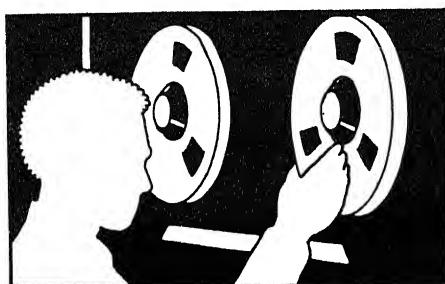
The first program provides an overview of computers, communications, and high-technology fields such as robotics. This program depicts the gradual unfolding of today's technological developments, retracing their impacts on the work force, and forecasting future requirements for the world of work. The program highlights progress of individuals in a variety of work situations that have required transitions to new technologies.

“Is Technology Stealing Your

Job?” provides an overview of the high technology fields that are affecting jobs most, namely computers, communications, information science, and emerging technologies such as robotics. It presents current trends in the applications of these technologies and what they mean in terms of skills and work. The program includes segments on:

- National Work Trends
- Computer Technology

- Communications Technology
- Information Science Technology
- Robotics Technology
- Word Processing
- Computers
- Communications
- Future Employment Forecast
- New Technology Jobs and Skills
- Management Attitudes and Skills
- Training
- Personal Initiatives



“Guide to Tomorrow’s Jobs”

The Guide to Tomorrow’s Jobs presents a visual database of information about different high technologies, job trends, skill requirements,

and training sources, allowing the viewer to randomly access important information in specific job description areas.

“Where Will You Work Tomorrow?”

A wide range of high-technology job opportunities is explored in the second television special. This program provides viewers with clear guidance regarding training opportunities in vocational/technical schools, colleges, and corporate training programs that will open new doors for jobs and careers in the '80s and '90s.

“Where Will You Work Tomorrow?” reviews technologies and job trends briefly and then, through a series of interview segments, presents views on how individuals can learn techniques to cope with technology's impacts on their jobs and futures. The program includes segments on:

- National Job Trends

- Effects of Technology on Jobs:
Retraining
Job Sharing
Opportunities for Women
- Technology/Education Relationship:
Education System Problems

Vocational Schools *Apprenticeship Training*

- Coping with Technology:
Need for Flexibility
Job Finding Skills
Using Technology to Help

“The Hidden Job and How To Find It”

Prepared by David Perschau, noted job counselor, this interactive videodisc program provides a nine-step process for finding a job. This process works for all categories of individuals, whether they are:

- unemployed
- youth looking for the first job
- individuals in mid-career crisis
- individuals interested in upgrading their job opportunities

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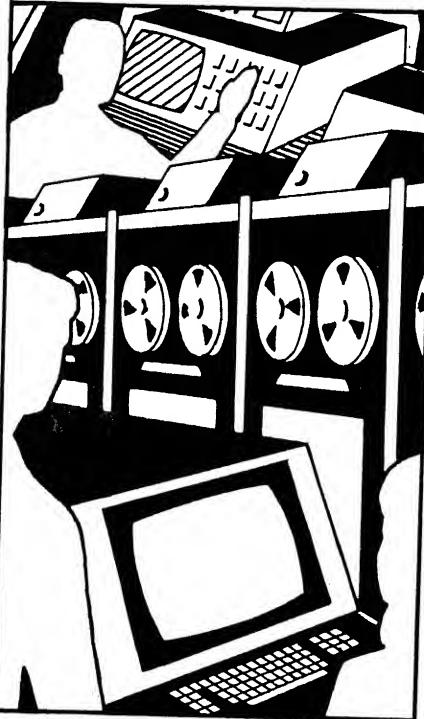
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